



TITLE: SYSTEM AND METHOD FOR
MULTIMEDIA VIEWERSHIP SURVEYING
INVENTOR: SANDEEP RELAN, ET AL.
APPLICATION NO.: 10/826,183,
CONF. NO. 9781; DOCKET NO. 15485US01
ATTORNEY: FTF, PHONE: 312-775-8000

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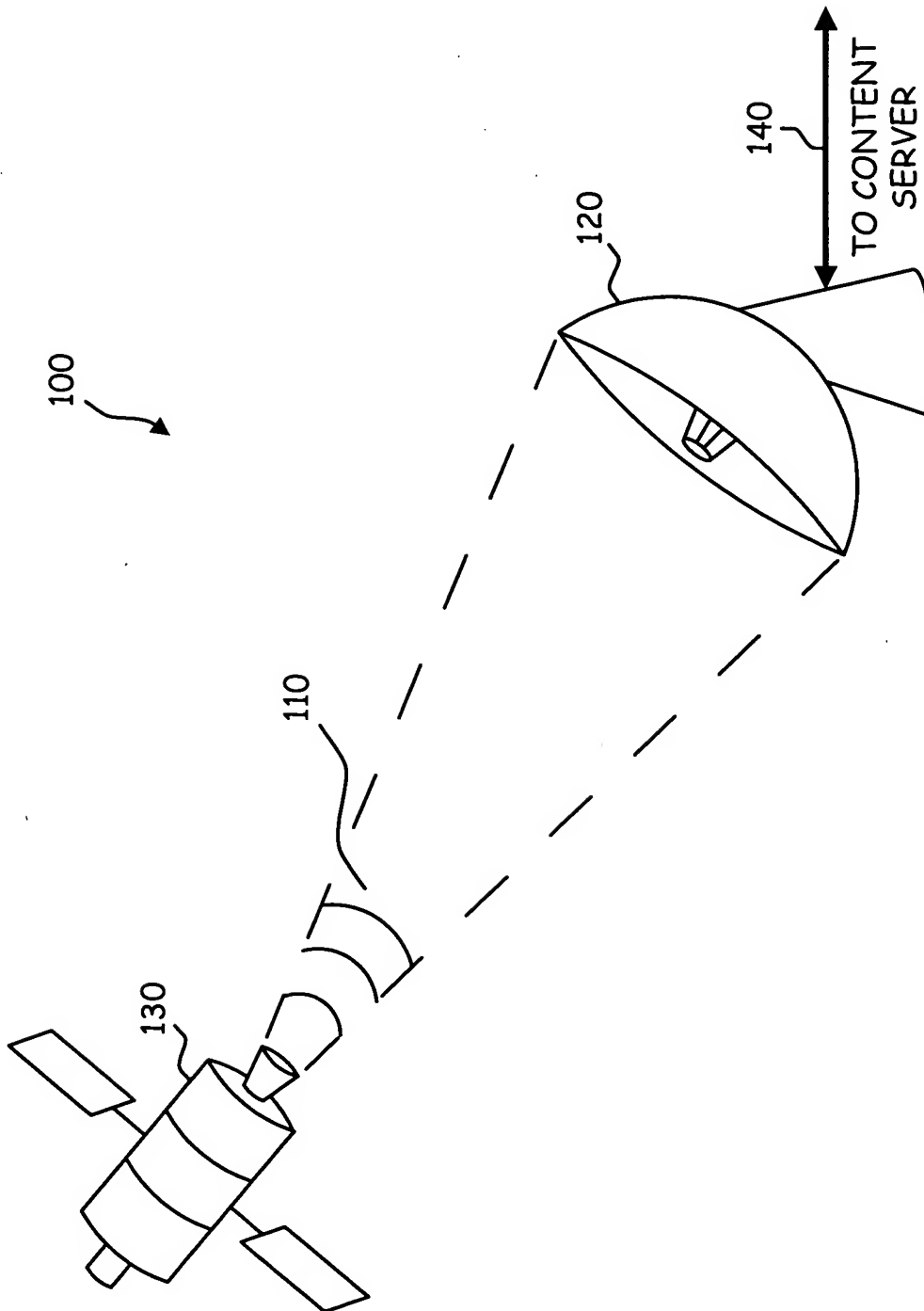


FIG. 1

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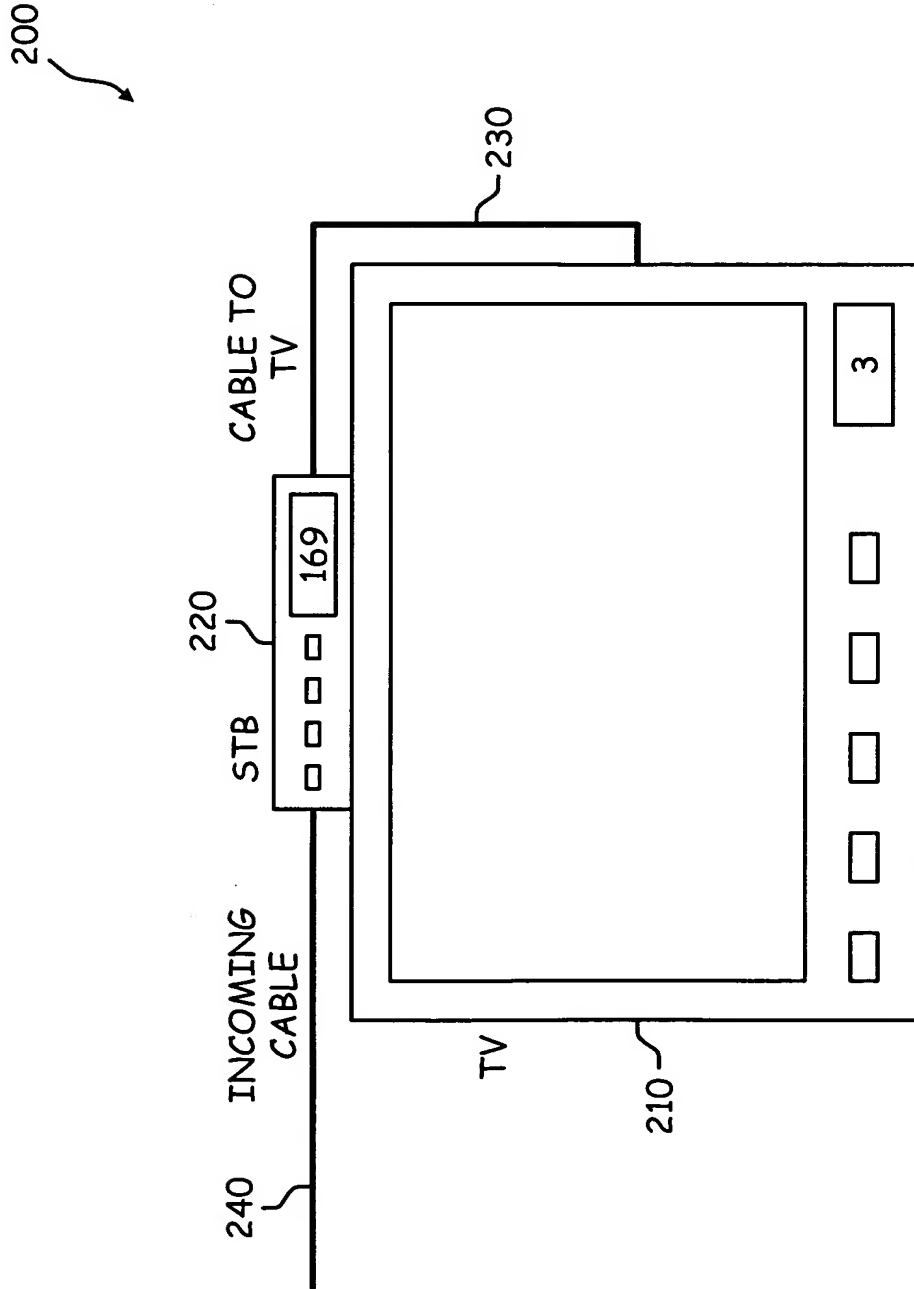


FIG. 2

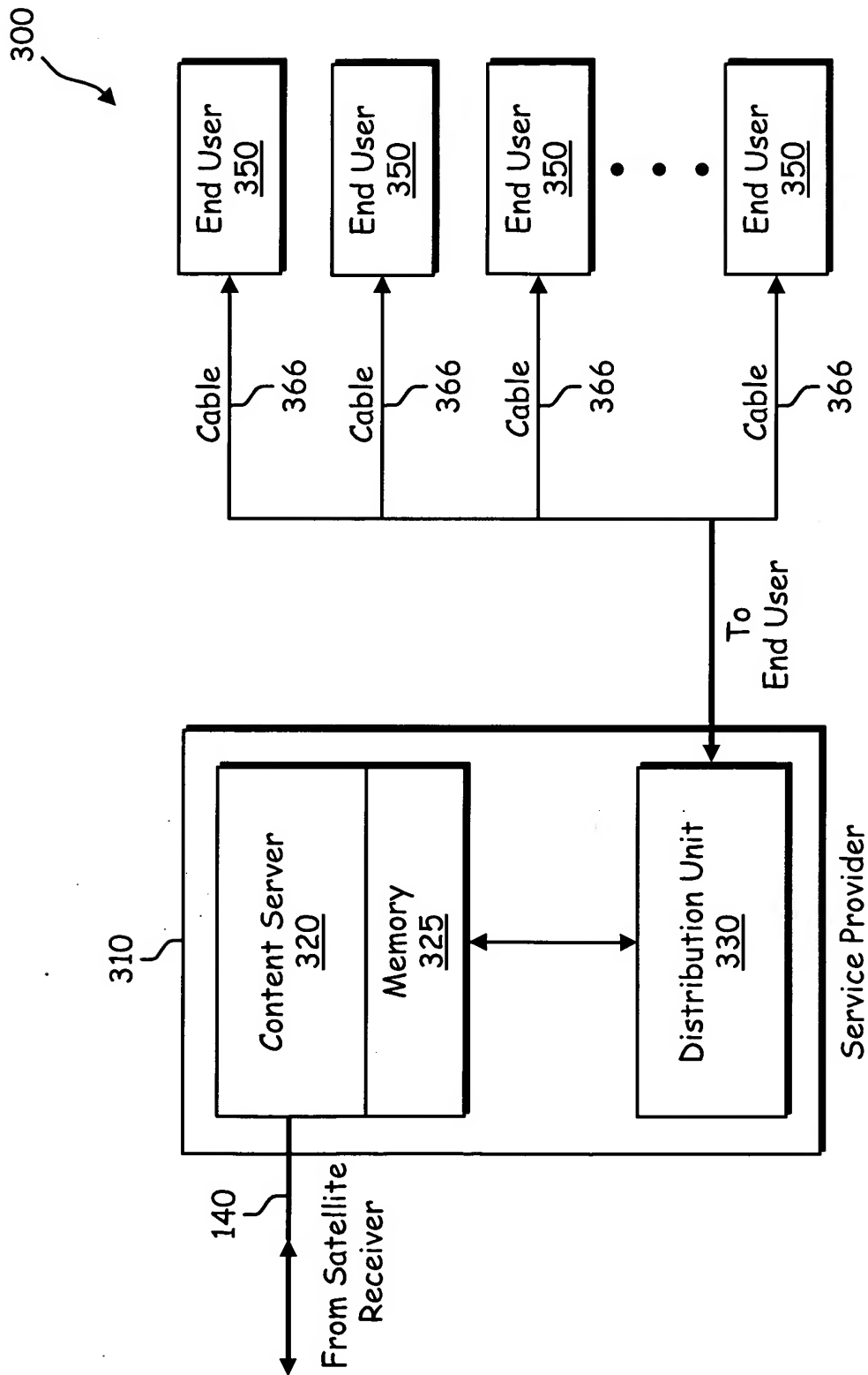


FIG. 3

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300A

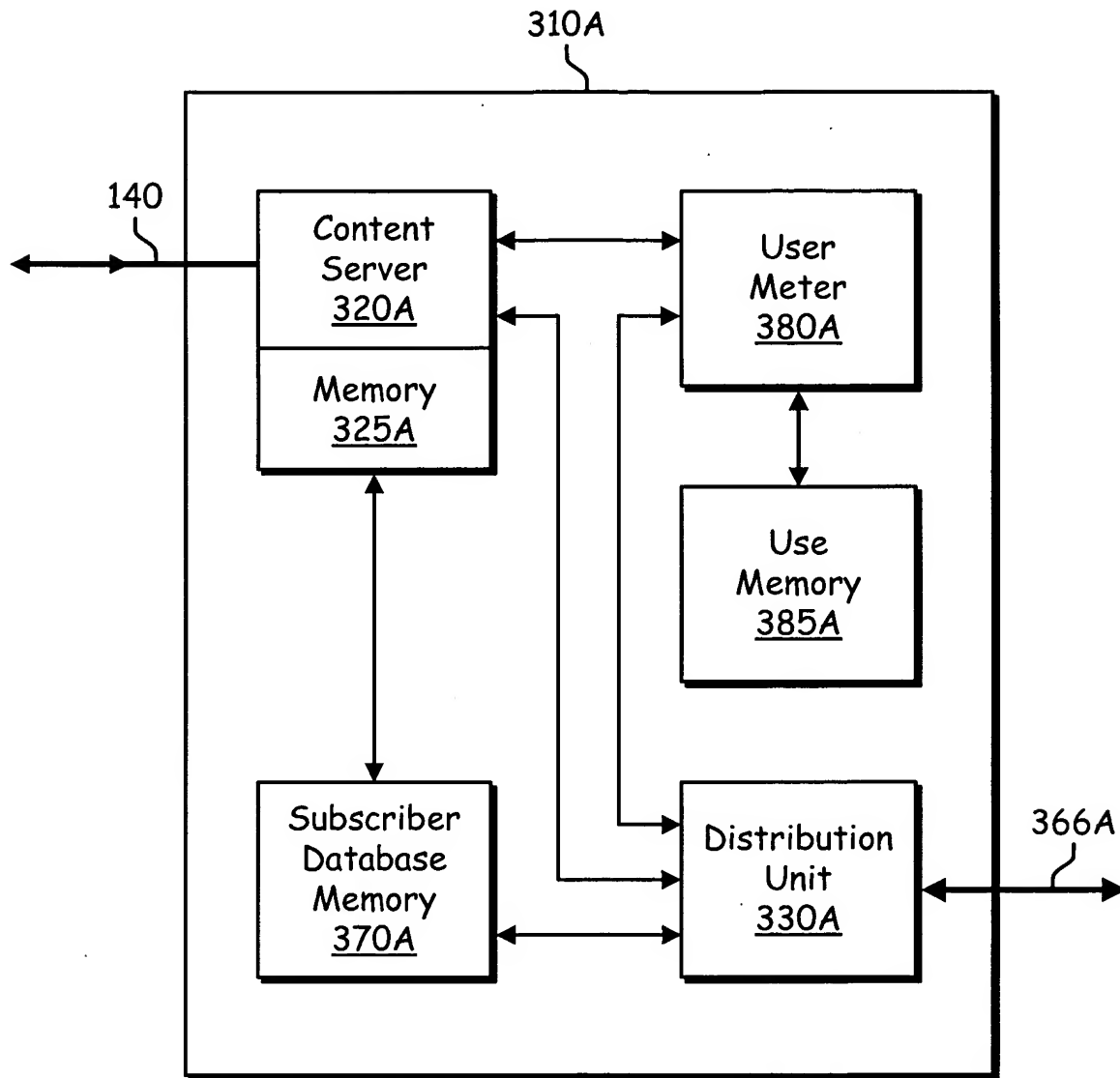


FIG. 3A

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300B

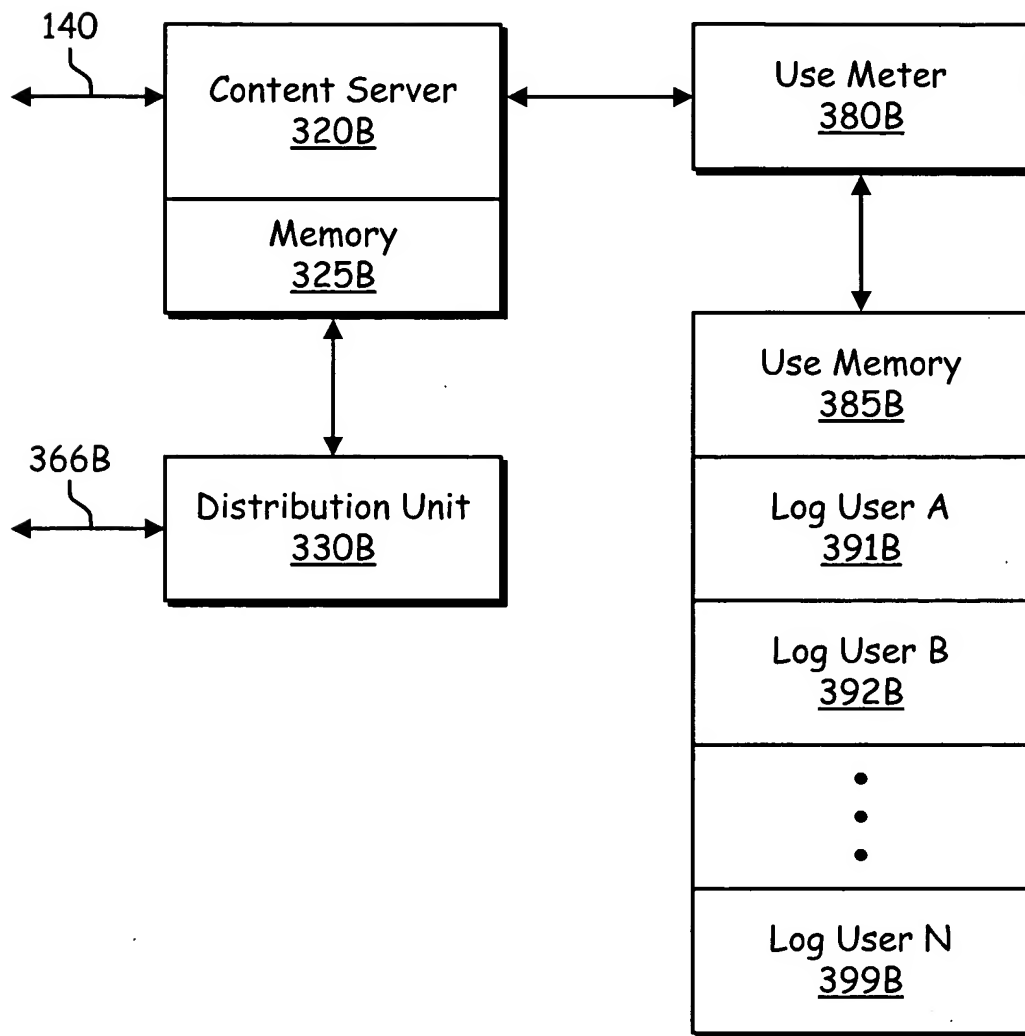


FIG. 3B

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400

410	0005	03220610	03220714	120481	• • •	99
	0127	03220714	03221830	111410	• • •	03
	0641	03221830	03222130	367414	• • •	99
	0002	03222130	03230615	009462	• • •	11
	•	•	•	•	•	•
	•	•	•	•	•	•
	•	•	•	•	•	•
470	0012	03231800	03231830	782472	• • •	99

FIG. 4

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400A

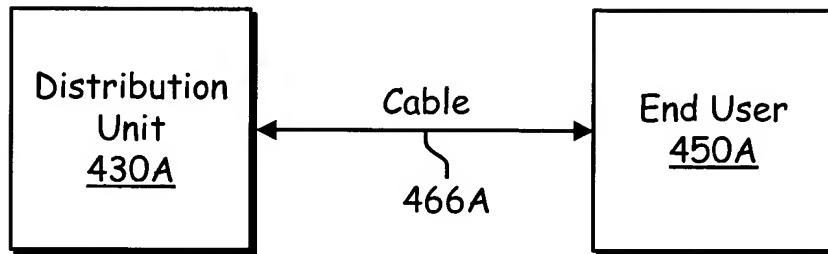


FIG. 4A

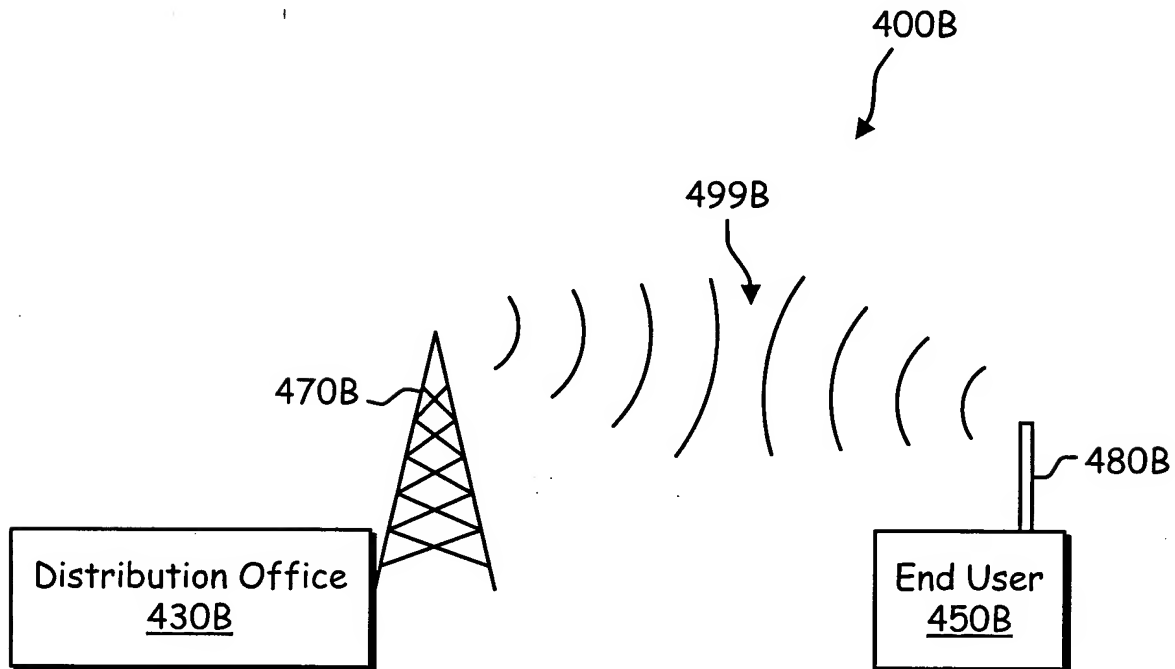


FIG. 4B

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500

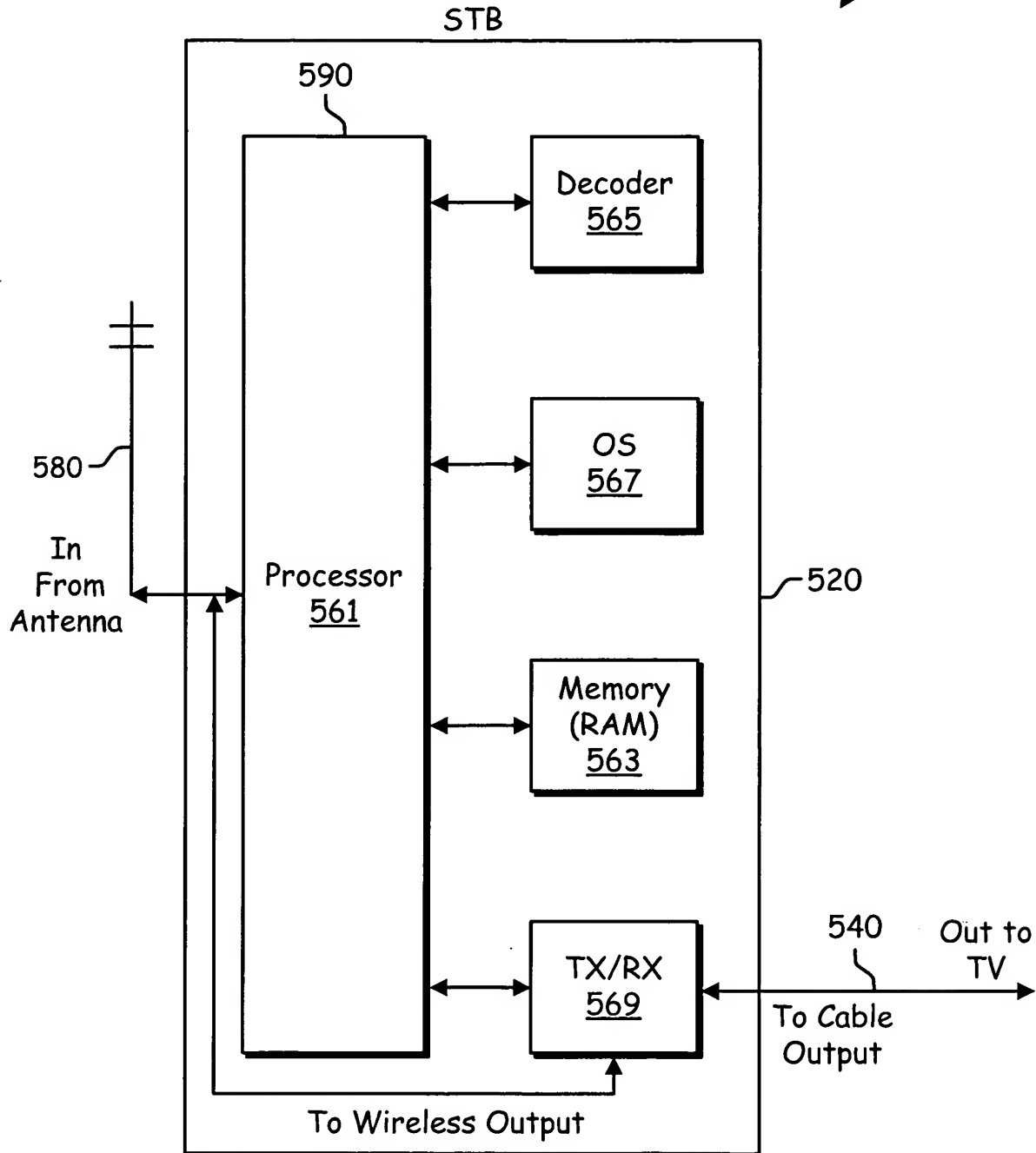


FIG. 5

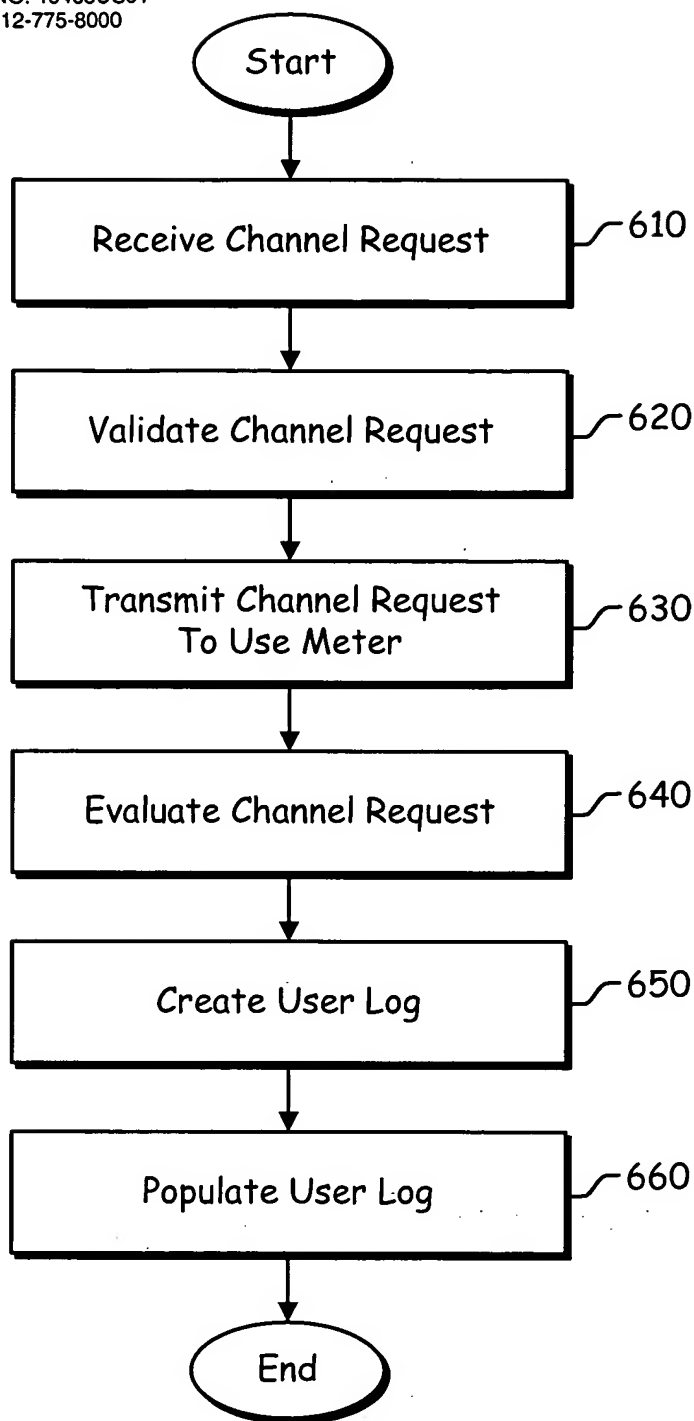


FIG. 6

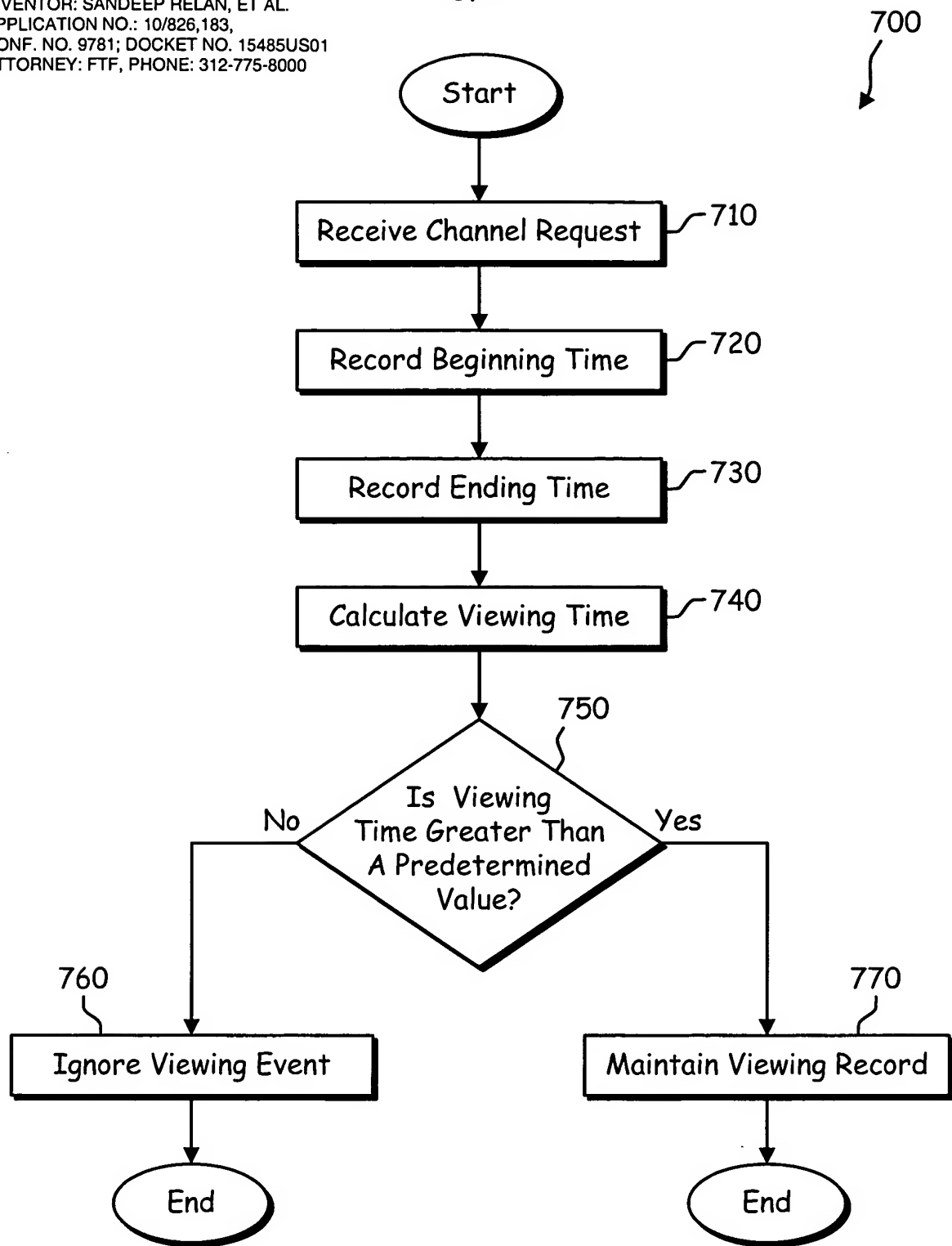


FIG. 7

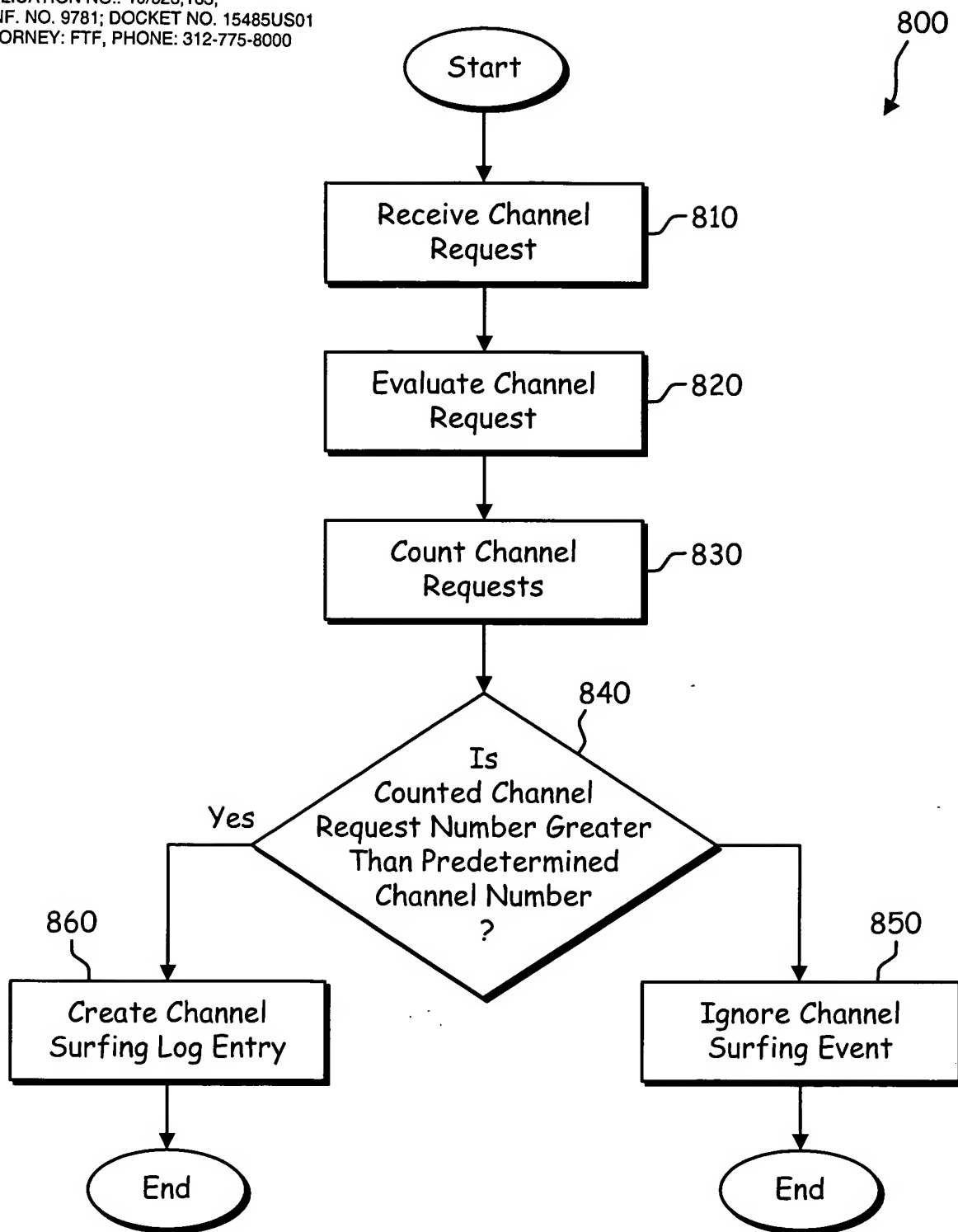


FIG. 8

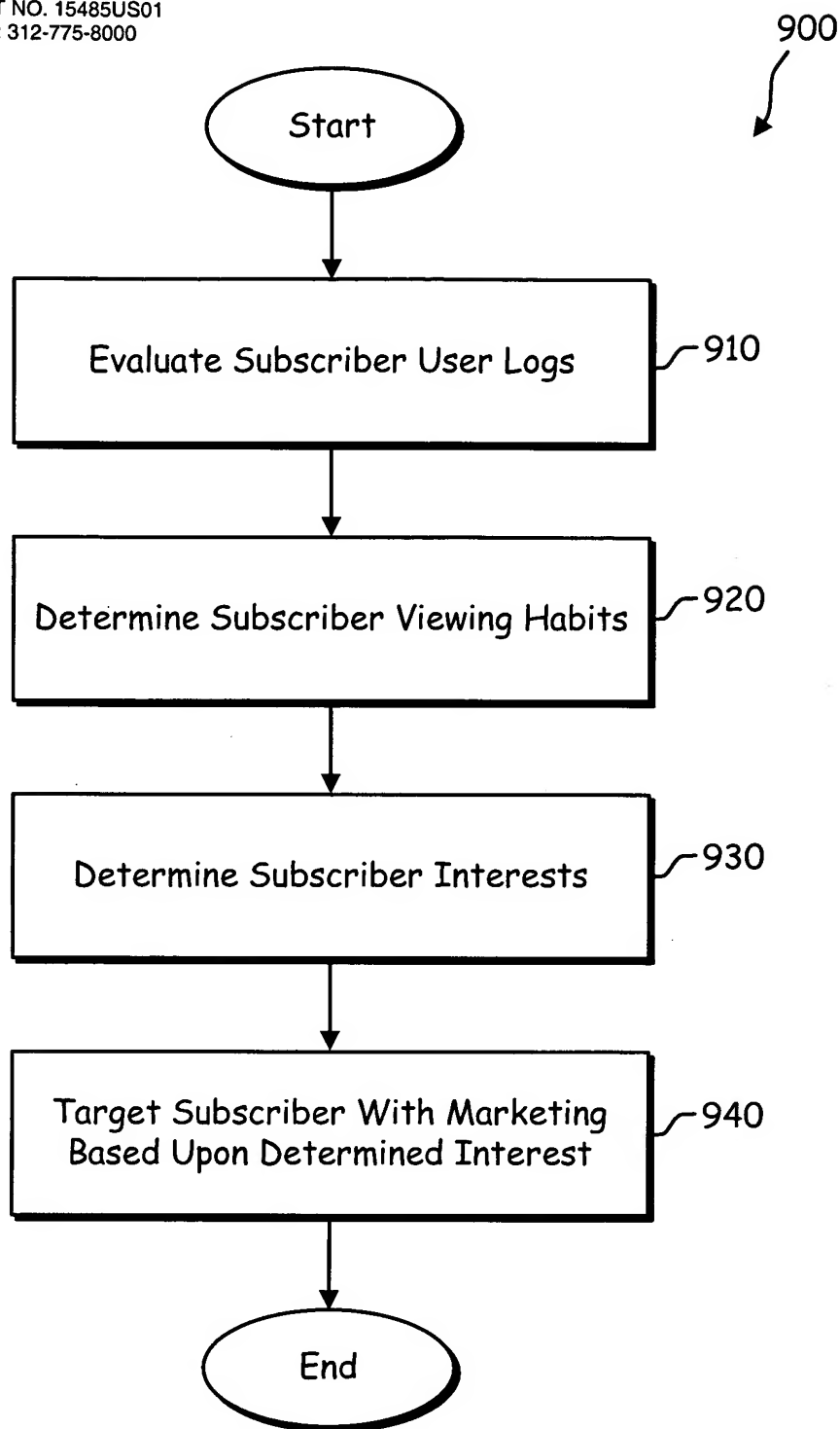


FIG. 9